

# Chapter 9 - Corridor Protection District Commercial - Final

## **CORRIDOR PROTECTION DISTRICT - COMMERCIAL**

**Designs for commercial buildings in the Corridor Protection District should improve these major entrance corridors' aesthetic and visual character leading into the city and the Colonial Williamsburg Historic Area. New or replacement materials must be of high quality and present a good appearance. The standards in this section refer to new commercial development, redevelopment, and major renovations in the Corridor Protection District.**

### **ARCHITECTURAL CHARACTER - (CP- Commercial)**

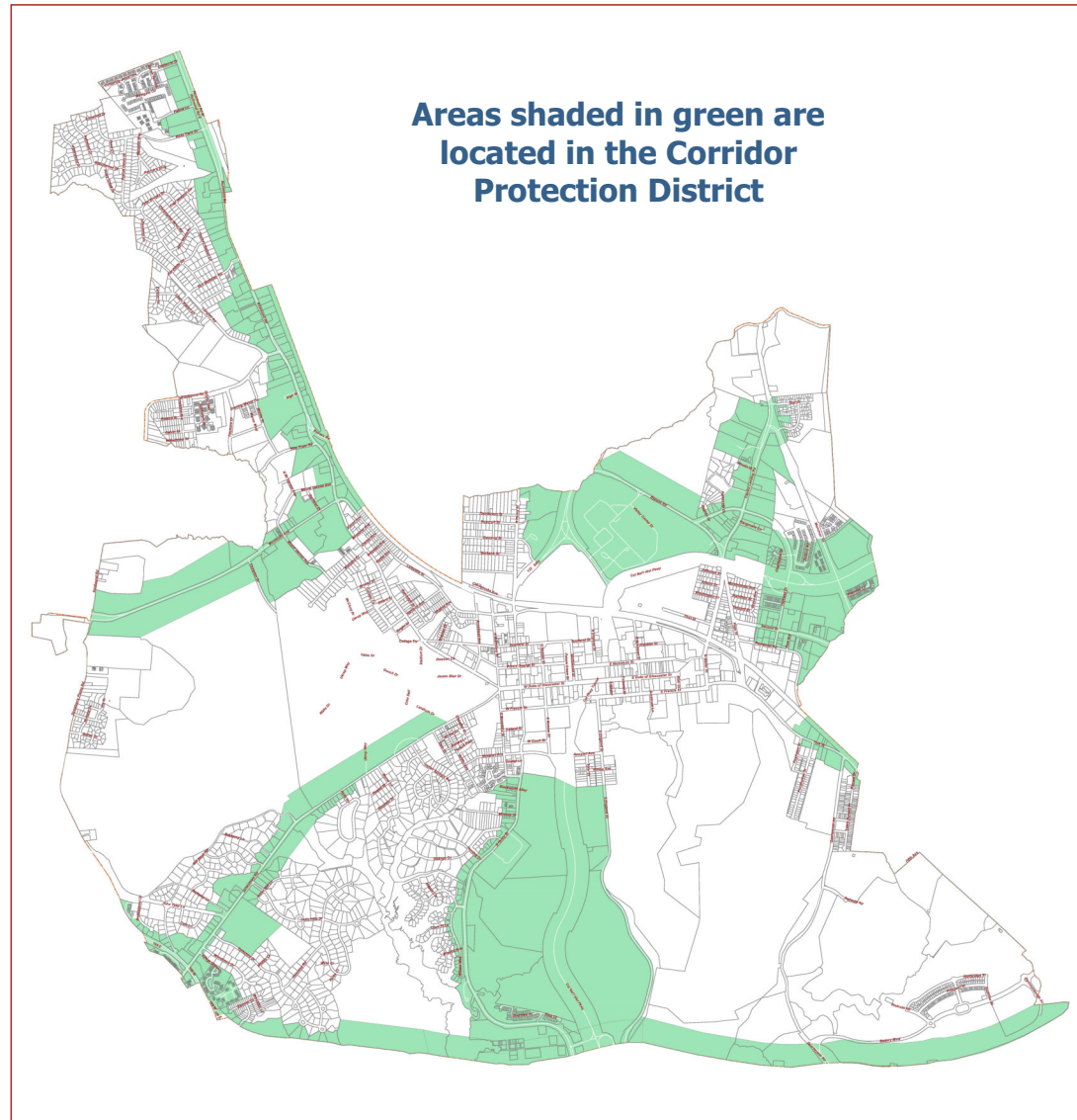
The purpose of these guidelines is to develop an overarching architectural quality of design for commercial buildings in the commercial corridors. A consistent high-quality architectural design and building maintenance will improve the image of the corridors and contribute to a pleasing appearance along the major entryways in our community. Construction should respect the overall streetscape and preserve and enhance the natural features present on the project site.

- These guidelines describe a range of architectural practices that can be employed in numerous ways but still assure that any new construction, additions, or alterations of existing buildings are made in such a way as to complement and contribute to the existing scale and character of these corridors.
- Architecture for new buildings or additions should not

replicate or imitate historic buildings and be compatible with Williamsburg's design traditions, forms, and materials.

- Generic franchise designs and buildings designed as Chinese pagodas, Italian villas, Mexican haciendas, New England lobster shacks, and similar themed designs are not acceptable.
- Franchise buildings are required to use elements of the city's character to support and enhance the community identity.
- Building design should be specific to the selected site and the Williamsburg context.
- Sensitively designed modern architecture contributes vitality and cultural continuity to these corridors. In particular, public buildings in the city are typical of modern design. Exceptional contemporary architectural designs should address the unique site requirements and relate successfully to nearby styles and architecture.
- Sustainable design and the creative use of sustainable materials will be reviewed on a case-by-case basis depending on the design of the building.

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### FAÇADE DESIGN - (CP-Commercial)

Façade Design is crucial to the overall impression of the architecture and particularly relates to the pedestrian's and motorist's perspective. The factors that must be considered in developing appropriate façade design are height, the proportion of the façade, the rhythm of the building and spaces, setback and location on site, complexity of building form, the rhythm of entrances, roof shapes and materials, continuity of streetscape, the proportion of openings, materials, and textures, architectural details, relation to historic styles, solids and voids, and colors.

- Façade design should not be overly complicated or overly monotonous and should respect the traditions of the town. Designs reflecting traditional proportions and elements are encouraged. False façade typical of theme parks and movie sets are not acceptable.
- Side and rear elevations should relate to the design elements and materials of the front elevation.
- Building façades that are long and continue without interruption can be unattractive. Large or multiple building projects should use a variation of detail, form, and siting to provide visual interest and prevent monotonous design and appearance. When the prominent façades of a new commercial building are longer than 30 feet, they should be modulated with breaks in the façade.
- Inadequate fenestration creates a fortress-like façade, and excessive glazing floods the surrounding areas with light, resulting in an overly aggressive approach to the street. Generally, at least 20% but not more than 30% of the front façade design should be "transparent" based on the

percentage of window fenestration but not including doorways.

- Windows contribute to the façade of a building and will be evaluated on: (1) the pattern of the openings and their size; (2) the proportions of the frame and sash; (3) the configuration of window panes; (4) muntin profiles; (5) material; (6) color; (7) characteristics of the glass; and (8) details or decorative elements. The use of traditional window proportions is highly encouraged, particularly for freestanding restaurants and offices, and retail structures, and or when adjacent to residential sections of the corridors, such as the Jamestown Road/Route 199 area. Care should be taken to avoid excessive glazing that is not in keeping with a traditional design approach.
- Large windows may be acceptable in the context of a properly designed shopping center or large commercial building. In traditional designs, windows, sidelights, and glazed doors must have exterior mullions/muntins or those which give the appearance of true divided lights and are non-removable.
- Solid glass windows or doors are usually not appropriate except selectively in shopping centers.
- True divided light or simulated true divided light windows are permitted; however, if mullions/muntins are proposed, they must be on the window's exterior.
- Wood, vinyl-clad wood, pre-finished aluminum-clad wood, and solid PVC windows are permitted. Other types may be submitted for approval on a case-by-case basis.
- Aluminum storefront systems are acceptable for commercial buildings and will be reviewed for design and color.

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- Shutters may be appropriate on buildings of a residential scale.
- When used, shutters must be in correct proportion to the windows or doors that they adjoin. Shutters must have attached hardware and be mounted to give the appearance of being operable. Shutters should not appear to be attached permanently to the wall.
- Wood, solid PVC, and solid composite shutters are permitted.
- Side and rear elevations should relate to the design elements and materials as the front façade.

### ROOF DESIGN - (CP-Commercial)

A roof is a critical design element with both the shape and material contributing to the appearance of the building. Roofs and roof materials are important elements and will be given the same consideration as other exterior elements. Key considerations include shape and pitch, overall massing, overhangs, color, and materials.

- Pitched roofs are highly encouraged for freestanding restaurants, offices, and retail structures, particularly when adjacent to residential areas. Roof pitch is expressed as (y) inches of vertical rise / (x) feet of horizontal run. The minimum acceptable roof pitch is 5/12; however, greater roof pitches may be incorporated (6/12 up to 12/12) depending on the structure's overall architectural design, scale, and massing.
- For large commercial structures (15,000 square feet or more), flat roofs may be allowed if the parapet or roof design provides adequate detail and visual interest.

- Roof materials and colors must be appropriate to the architectural style of the building. Slate, synthetic slate, architectural grade fiberglass shingles, cementitious shingles, and standing seam metal roofs are acceptable depending on the style of the building. Earth-tone colors such as black, gray, brown, dark green, or other earth-tone colors are permitted. Other materials or colors may be acceptable and are subject to review on a case-by-case basis. High-quality synthetic slate roofs must meet the following minimum standards: Impact UL 2218-Class 4, Accelerated Weathering ASTM 4798—little or no color changes, and Freeze-thaw ICC-ES Acceptance Criteria ACO7 Section 4.9—no crazing, cracking, or other adverse surface changes, which must be provided with the application.
- Regardless of the material, shiny and bright roof colors are not acceptable.
- For large commercial structures (15,000 square feet or more), flat roofs may be allowed if the parapet or roof design provides adequate detail and visual interest.
- If a mansard or "false" mansard roof is used on a large commercial structure, the roof should be consistent in slope and arrangement on all sides and high enough to screen all mechanical equipment.

### BUILDING MATERIALS - (CP-Commercial)

The selection of appropriate building materials is critical to the overall architectural building character. Consistently applied guidelines for building materials will significantly improve the appearance of the corridors. Materials that reflect the city's

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traditions are highly encouraged. Major commercial buildings (two-story and higher, shopping centers, and buildings of over 10,000 square feet) should be constructed of brick. All other buildings should be constructed of brick and either horizontal wood or horizontal cementitious siding. Siding must have an exposure between six and eight inches and may have a beaded edge; the intended effect is to create a play of light and shadow on the wall surface. Other high-quality products may be acceptable on a case-by-case basis if the form, detailing, painting, and overall appearance convey the visual appearance of the authentic material.

- Small additions may be constructed with the same type of siding, provided it matches the existing siding material in color, size, and thickness.
- Existing metal, stucco, Dryvit, aluminum, vinyl, and synthetic siding may be replaced in kind with the same type of material, provided that it matches the existing siding material in color, size, and thickness.
- Engineered wood products may be considered on a case-by-case basis.
- Aluminum siding, vinyl siding, and sheeted siding are not acceptable materials for new construction.
- Synthetic stucco such as Dryvit or EIFS (Exterior Insulation and Finish System) is not acceptable as the primary building material. However, synthetic stucco may be acceptable as an accent material on buildings of contemporary design or in renovations.
- Materials for railings may be wood, wrought iron, steel, or aluminum and should be designed to complement the architectural design of the building. Synthetic railings will

be considered on a case-by-case basis.

- Hollow vinyl materials and rails are not acceptable.
- Face nailed balusters to a bottom and top rail are not acceptable.
- High-quality solid synthetic materials that resemble wood are acceptable for use as trim. Material samples must be submitted with the application.
- Prefabricated metal buildings are not allowed along the city's entrance corridors.

### **BRICK AND PAINT COLORS - (CP-Commercial)**

Color is a major determinant of how successfully a building contributes to the streetscape in the city's entrance corridors. The choice of color should be compatible with Williamsburg's design traditions.

- Colors for brick should be red or muted earth tones.
- Mortar used for brick should be buff or gray. White mortar is not recommended.
- Buildings shall be stained or sealed with a natural earth tone or painted using colors from the following Benjamin Moore Williamsburg color palette.
- Clad windows and clad trim should conform to the same color standards as painted wood.
- Siding and trim should be limited to three colors on a building. Wood fences and decks must be painted or stained. Split rail fences may be left natural.
- Existing commercial buildings may duplicate or match existing color schemes without approval from the Architectural Review Board.
- Any new color schemes for commercial buildings must be

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approved by the Architectural Review Board. New color schemes should respect the architectural style of the building and the colors of existing signage for any businesses on the property.

- Painting natural brick surfaces or naturally finished wood surfaces requires approval by the Architectural Review Board.

### ACCEPTABLE COLORS FOR SIDING, DOORS, SHUTTERS, TRIM, AND WINDOWS - (CP-Commercial)

Buildings shall be stained or sealed with a natural earth tone or painted using a color combination from the Benjamin Moore Williamsburg color palette. Any change in color or a new color scheme for commercial buildings in the Corridor Protection District must receive approval from the Architectural Review Board before changing any color. Below is a list of acceptable colors depending on the proposed color scheme for buildings located in the Corridor Protection District:

#### White and Tan Color Range

Harwood Putty CW-5	Capitol White CW-10
Parish White CW-15	Geddy White CW-20
Williamsburg Stone CW-25	Market Square Shell CW-30
Palace Tan CW-35	Randolph Gray CW-85
Tavern Charcoal CW-90	Lime White CW-95
Prentis Cream CW-100	Bracken Cream CW-105
Calcite CW-110	Cornice Tan CW-115
Bracken Biscuit CW-120	Brush Beige CW-125
Coffeehouse Tan CW-130	Timson Sand CW-140

Brick House Tan CW-145  
Raleigh Tan CW-190  
Franklin White CW-200  
Wythe Tan CW-415

Randolph Beige CW-185  
Chowning's Tan CW-195  
Byrd Beige CW-365  
Bruton White CW-710

#### Brown and Black Color Range

Raleigh Sorrell CW-135	Everard Coffee CW-150
Revolutionary Storm CW-155	Dixon Brown CW-160
Coffeehouse Chocolate CW-165	Tarpley Brown CW-170
Tucker Chocolate CW-175	Bucktrout Brown CW-180
Walnut CW-240	Reid Brown CW-260
Charlton Brown CW-265	Mopboard Black CW-680

#### Gray Color Range

Tavern Gray CW-40	York Gray CW-45
Tyler Gray CW-50	Finnie Gray CW-55
Cole Stone CW-60	Gunsmith Gray CW-65
Pelham Gray CW-70	Randolph Stone CW-75
Carter Gray CW-80	Randolph Gray CW-85
Tavern Charcoal CW-90	Pearl CW-640
Powell Gray CW-665	Amber Slate CW-685
Bracken Slate CW-690	Lampblack CW-695
Slate CW-700	Tucker Gray CW-705
Bone Black CW-715	Geddy Gray CW-720

#### Green Color Range

Timson Green CW-470	Palmer Green CW-475
Bassett Hall Green CW-480	Burgess Green - CW-485
Levingston Green CW-490	Russell Green CW-495
Nicholson Green CW-500	Waller Green CW-510
Palace Green - CW-520	Raleigh Green CW-525

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Goodwin Green CW-555

### Red Color Range

Carriage Red CW-250

Nicholson Red CW-270

Cochineal Red CW-330

Greenhow Vermillion CW-340

Palace Arms Red CW-255

Brickyard Red CW-325

King's Red CW-335

### Blue Color Range

Everard Blue CW-575

Williamsburg Wythe Blue CW-590

Washington Blue CW-630

Chiswell Blue CW-660

Wetherburn's Blue CW-580

Apollo Blue CW-645

Brush Blue CW-675

### Yellow and Gold Color Range

Ludwell White CW-275

Gamboge CW-285

Tavern Ochre CW-375

Coffeehouse Ochre CW-385

Governor's Gold CW-395

Damask Gold CW-405

Wythe Gold CW-420

Everard Gold CW-435

Moir Gold CW-280

Sweeney Yellow CW-370

Massicot CW-380

Bryan Ochre CW-390

Damask Yellow CW-400

Chamber Yellow CW-410

Scrivener Gold CW-430

### LIGHTING - (CP-Commercial)

The purpose of lighting is to provide adequate safety for residents and visitors to the city. Lighting fixtures must be compatible with the structure and/or site on which they are installed and with adjacent properties if visible from them. Poles, posts, and light stanchions should be designed as an integral part of the site.

- Galvanized metal, bright colors, and other visually intrusive materials should not be used. Height should be compatible with the existing scale.
- For developments requiring a site plan, the Police Department determines the minimum level of lighting required for security and safety. Lighting wattage and distribution are evaluated during the site plan review process. The Architectural Review Board may submit comments to the Site Plan Review Committee.
- Lighting intensity should be no greater than the minimum required to satisfy safety and security concerns.
- Lighting color should be 2,700 - 3,500 Kelvin.
- Light should not distort colors and should not spill over onto adjoining properties, roadways, or in any way interfere with the vision of oncoming motorists or pedestrians.
- Site lighting should be of low intensity from a concealed light source fixture. However, decorative, low-level intensity, non-concealed source lighting which defines vehicular and/or pedestrian ways may be acceptable if this is part of a lighting master plan showing the relationship of the fixtures and the light patterns to each other, to the overall site, and the adjacent street(s). The use of non-concealed source lighting as general lighting for development is not desirable.
- Landscape lighting should be visually unobtrusive during both the day and night. It should complement the architecture and outdoor spaces rather than spotlighting or outlining them.

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## **GASOLINE STATIONS AND OTHER CANOPIES - (CP-Commercial)**

**(For Guidelines regarding Awnings, see Chapter 12)**

- Canopies significantly affect the visual character of a commercial corridor. Design, details, colors, and light fixtures for canopies shall be submitted to the Architectural Review Board for approval.
- The design of canopies should build upon the site's overall design to include the main building. Therefore, the height of canopies should not exceed the height of the main building.
- Canopies constructed on an individual lot shall not exceed 20 feet in height.
- Canopy supports should be proportional to the design and canopy size.
- Canopy colors should blend in with and be consistent with the main building and streetscape.
- Bright or glaring colors are not acceptable.
- Canopy lighting must be designed to minimize glare from the fixtures and installed to prevent spillover onto adjacent roads or properties.
- It is recommended that the material for the canopy match the building.

## **FENCES - (CP-Commercial)**

- Wood, aluminum, and wrought iron fences are permitted. See Section 21-611 of the Zoning Ordinance for the allowed height of fences in a front, side, and rear yard.
- Solid synthetic materials may be considered on a case-by-

case basis.

- Salt-treated wooden fences must be painted or stained.
- Chain-link, wire, plastic, and hollow vinyl fences are not permitted.
- The finished side must face the street and/or adjoining properties.
- Fences should contribute to the site's character and not detract from the site's principal architectural features and should be compatible with adjacent sites.
- Fences that disrupt the harmony of the streetscape by breaking up established architectural rhythms are discouraged.

## **SITE ELEMENTS, SITING, AND LANDSCAPE FEATURES - (CP-Commercial)**

- Site elements should contribute to the site's character and not detract from the site's principal architectural features and should be compatible with adjacent sites.
- Mechanical equipment and trash facilities should be located in a side or rear yard and screened with materials to match the building.
- Landscape features above grade, but less than three feet in height may be constructed of timber, brick, or stone.
- Retaining walls (three feet high or greater) if visible from the street shall be constructed of brick. Retaining walls not visible from the street may be constructed of brick, stone, block, timber, or smooth finished concrete. If rails are required, they should be constructed of wrought iron or aluminum and colored to blend in with the building.
- Site furnishings such as tables, chairs, benches, planters,

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flower pots, light poles, trash containers, bike racks, and similar items must be approved by the Board on a case-by-case basis.

### **SMALL CELL WIRELESS FACILITIES - (CP-Commercial)**

- Facilities may be located where they are not visible from a public right-of-way if appearance and screening requirements are designed as outlined in the Design Review Guidelines. Co-location on utility poles on private property may be permitted if appearance and screening requirements are designed as outlined in the Design Review Guidelines.
- Facilities shall be painted the same color as the building for facilities affixed to the exterior of a building. All surfaces must contain a matte finish. Co-location on utility poles on private property must be painted to match the utility pole color. No shiny or reflective surfaces shall be allowed.
- Screening may be required for facilities. If required, screening shall match the existing building material. If there is no existing building, the facility must be screened with a wooden privacy fence not to exceed six feet in height. Salt-treated wooden fences must be painted or stained with the finished side of the fence facing the street and/or adjacent properties.

### **SOLAR FACILITIES - (CP-Commercial)**

- Only facilities located on the roof are allowed.
- Facilities shall not be visible from the Colonial Williamsburg Historic Area (CW).
- The use of solar roof tiles, laminates, glazing, and other technologies that require the removal or altering of significant architectural features should be avoided.
- Solar panels should not project greater than 12 inches above the existing roof surface and should not be visible above the roofline of a primary façade.
- Solar panels and their support structures should be compatible with the existing roof color.
- Consider placing solar panels on an existing, non-historic addition or accessory structure, thereby minimizing the impact of solar installation on the historic resource's significant features and specifically protecting historic fabric against alteration.
- To the greatest extent possible, avoid placing solar panels on street-facing walls or roofs, including those facing side streets. Installations below and behind parapet walls and dormers or on rear-facing roofs are encouraged.
- Solar panels should not require alterations to a historic resource's significant or character-defining features, such as altering existing roof lines or dormers. Avoid installations that obstruct views of significant architectural features, such as overlaying windows or decorative detailing.

### **APPROVAL OF NEW MATERIALS - (CP-Commercial)**

The Architectural Review Board will continue to review new materials regularly and may approve them for use on a case-by-case basis. New materials may be presented to the Board during any regular meeting and should include a sample of the material and the manufacturer's specifications for the material. If the Board feels that the Design Review Guidelines should be amended to include the new material, the Board may initiate an amendment to the Guidelines in accordance with Article IX, Architectural Review, Sec. 21-853(h), of the Zoning Ordinance.